SPORTS TECH TOKYO Announces Inaugural Cohort of 12 Finalists

12 startups from seven countries across the sports tech industry will anchor World Demo Day at Oracle Park in San Francisco

SAN FRANCISCO (PRWEB) April 26, 2019 -- SPORTS TECH TOKYO, the largest sports tech community in the world, announced its 12 program finalists today. Finalists will participate in an intensive three-month, primarily virtual mentorship program, culminating in World Demo Day, where the finalists will present new technologies and partnerships developed during the program. World Demo Day will take place at Oracle Park in San Francisco on August 20, 2019.

SPORTS TECH TOKYO was announced last October by Scrum Ventures, a U.S.-based venture capital firm with extensive experience and networks in Silicon Valley and Japan, and Dentsu Inc. (Tokyo:4324), an integrated communication design agency. In February, 159 companies from around the world were selected out of hundreds of applications (representing 33 countries) to participate in the cohort. The program kicked off in Tokyo earlier this month where startups and program stakeholders – including Japanese corporate partners, sports advisory board, mentors, sponsors, investors and leading sports professionals – connected to discuss global brand and business-building opportunities.

Based on specific areas of opportunity, as defined by program partners and advisory board members that attended the kickoff conference, SPORTS TECH TOKYO is announcing 12 finalists today (listed alphabetically):

- 4DReplay
  - Media technology company that brings 360-degree time-slicing video highlights to a variety of professional sports, commercials, movies, and events
  - HQ: San Francisco, United States
  - CEO: Hongsu Jung

- DataPOWA
  - Data-driven, real-time sports sponsorship valuation engine enabling brands to leverage and maximize their sponsorship investments
  - HQ: London, United Kingdom
  - CEO: Michael Flynn

- edisn.ai
  - A.I. powered fan engagement platform with state-of-the-art player recognition, contextual content delivery and social engagement to millions of fans
  - HQ: Bangalore, India
  - CEO: Ashok Karanth

- Fitbiomics
  - Sports biotechnology company that utilizes next-generation sequencing of microbiome of elite athletes to identify and isolate novel probiotic bacteria for applications in sports performance and recovery
  - HQ: New York City, United States
  - CEO: Jonathan Scheiman, PhD
- **Misapplied Sciences**
  - Display technology company that allows brands to personalize content in public places — enabling multiple viewers to simultaneously share the same display and realize different experiences
  - HQ: Redmond, United States
  - CEO: Albert Ng

- **Mobile Media Content (3D Digital Venue)**
  - Provides interactive digital venue management solutions to sports and entertainment venues across the globe
  - HQ: Barcelona, Spain
  - CEO: Michele Marino

- **Omegawave OY**
  - Specializes in the development of training and performance management solutions — providing athletes, teams and coaches a faster way to maximize results while avoiding injuries and overtraining
  - HQ: Espoo, Finland
  - CEO: Gerard Bruen

- **Pixellot**
  - Sports media company that streamlines the production workflow by deploying an unmanned multi-camera system that covers the entire playing environment
  - HQ: Tel Aviv, Israel
  - CEO: Alon Werber

- **Reely**
  - Utilizes computer vision and deep learning to automatically identify, clip, and distribute sports highlights
  - HQ: Santa Monica, United States
  - CEO: Cullen Gallagher

- **SportsCastr**
  - Ultra-low latency live video platform for sports that brings studio-quality features to anyone with an iPhone, including real-time score-bugs, broadcast quality motion graphics and augmented reality
  - HQ: New York City, United States
  - CEO: Kevin April

- **Ventus/Whooop!**
  - Integrates fans and supporters of teams/athletes through purchase and collection of digital trading cards, which then acts as a token of support as well as a ticket for various services and rewards
  - HQ: Tokyo, Japan
  - CEO: Yutaka Kobayashi

- **WILD Technologies AI**
  - Enables women to optimize their training and performance potential via an app-based AI coach
  - HQ: San Francisco, United States
  - CEO: Helene Guillaume

“Much like our general startup cohort, our 12 finalists are a diverse representation of the sports tech space —
from seed to Series B, seven countries and numerous industry areas of focus -- this group truly embodies the global spirit of SPORTS TECH TOKYO," said Michael Proman, Managing Director, SPORTS TECH TOKYO.

During the finalist program, participating startups will work towards “proof of concept” with SPORTS TECH TOKYO partners and leading Japanese brands, including ITOCHU, Sony Music Entertainment, Microsoft Japan, and CBC. Proman added, “We will look to support all 159 cohort participants throughout the program, but these finalists will have the unique opportunity to co-develop breakthrough partnerships with some of the most iconic and recognizable brands in Japan.”

The finalist program, which will kickoff in late May, will be highlighted by immersive content, including multiple mentor-driven days, as well as a mid-program return to Japan to meet with additional program advisors such as Kiyotaka Suhara, Japan Football Association General Secretary and CEO; Masaaki Okawa, B. League Chairman; Tomoki Negishi, Pacific League Marketing CEO; Hideyuki Hanyu, Tokyo Verdy President; and Ken Maezawa, Hokkaido Ballpark Corporation Board Chairman.

“Since announcing the program last fall, additional partners, advisory board members, mentors, and sponsors have joined SPORTS TECH TOKYO,” said Fumihiko Nakajima, SPORTS TECH TOKYO Program Owner and Senior Director, Business Development at Dentsu. “It’s been rewarding to see the program grow, and now our finalists can take advantage of this powerful platform. We fully support the program, and its diverse composition, to create exciting chemistry between all stakeholders in the SPORTS TECH TOKYO community.”

Finalists will also be supported by a robust mentor community of over 100 global sports business executives leading up World Demo Day, where they will present new technologies and partnerships developed during the program. World Demo Day will take place at Oracle Park, San Francisco, on August 20, 2019 and celebrate the entire 159 company cohort. The culminating event will also be attended by investors, media and other industry executives.

About SPORTS TECH TOKYO
SPORTS TECH TOKYO is a global community for best-in-class sports tech startups from around the world to connect and innovate with leading corporations. Placing an initial emphasis on developing and deploying cutting-edge solutions in Japan, the program unites companies of varying stages, geographies and industry areas of focus -- enabling greater cohesion and collaboration while supporting their respective partnership development and fundraising objectives. Learn more at https://sportstech.tokyo/

About Scrum Ventures
Scrum Ventures is a seed stage venture firm investing across a range of industries in the U.S. and Asia. Based in San Francisco with extensive experience and networks in both Silicon Valley and Japan, Scrum Ventures accelerates portfolio companies with global opportunities and helps corporations innovate. Scrum Ventures recently launched Scrum Studios, a platform that connects startups and Japanese global corporations. Learn more at https://scrum.vc/
Contact Information
Mie Yaginuma
804-464-7763

Online Web 2.0 Version
You can read the online version of this press release here.